



IMPORTANT

Visit our Pattern Department

Wednesday, Feb. 4th

Mrs. Mossgrove, special representative of the

Pictorial Review

Pattern Company of New York, will be here and she will be glad to explain the many features of the Pictorial Review Patterns and the many advantages of the patented cutting and construction guides, furnished only with the Pictorial Review Patterns.

Fortnightly Club Talks Civic Needs. "Civic Needs" will be the topic considered by the Fortnightly Club tomorrow. "Woman's Suffrage," which was to have been the subject, will be postponed until March 4, owing to the absence from the city of Mrs. St. Clair Moss.

William Hirth in St. Louis.

William Hirth of Columbia is in St. Louis today for a meeting of the executive committee of the Missouri Federation of Commercial Clubs.

Billiards, cigars, pipes, tobaccos—Booches. (132)



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Malted Milk Sweet Chocolates.....10c
Almond Sweet Chocolate.....5c
Orange Sweet Chocolate.....5c
Butterscotch Taffy.....5c
Assorted Caramels.....15c
Jordan Almonds.....10c
Cream Peppermint, 1/2 lb.....25c
Lemon and Rose Gumdrops.....10c
Molasses Candy.....10c

The Drug Shop

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STEPS IN PRINTING A DAILY NEWSPAPER

Trials of Student "Make-up Man" Are Numerous and Hard.

WHY PAPER IS LATE

Everybody Says It Is the Fault of the Other Fellow.

"Well, this 'cut' is a 'pica' off; what you going to do about it?" That was the question put up to the University Missourian make-up man.

Translated from the print-shop vernacular, it meant that the engraving which illustrated one of the news articles was one-sixth of an inch too wide to fit in the space of two columns.

The answer to the question was: "Have the 'operator' reset enough of those thirteen 'em' slugs to make thirty-five lines twelve 'ems' wide. Then put them along the left side of the cut in three columns."

Following these instructions, the printer had the man running the linotype machine reset part of the story in lines two inches wide instead of two and one-sixth inches.

This is a sample of the problems which come before the student who makes-up the University Missourian every day. Printing has more rules than the combined codes of football and basketball. The penalty of breaking a rule is doing the task over again.

"There's a rule for everything, and let everything be done by that rule."

The make-up of the University Missourian starts about 2 o'clock in the afternoon. It is supposed to be half finished at 3 o'clock. During this time there is a big hurry around the office. "Brownie" fixes up his advertising "dummy" right after luncheon. It is three sheets of yellow copy paper—one for each page which contains advertising. The only writing on the sheets is in such hieroglyphics as "Hipp 2x2." But this is clear enough to the printer. He places the Hippodrome advertisement which is two inches long, just below the ad it is marked to follow.

After all the ads are in the form it is time to begin putting in the reading matter. The first to be put in the form are the editorials. They are put in the same place every day and there are always about the same number. They look like they were made to fit; but sometimes they cause a lot of trouble by being just one or two lines too long. Those are the times when the superfluous words are chopped off. The rest of the editorial page is generally easily filled. Always a number of feature stories, seventh column items of viewpoints help in filling the empty space.

"Got any two's for the third page?" "Yes; one; put that two slugged 'library' in the second column and then fill the third with long fives." This means that a long article with a big black hand-set head is to be placed in the second column, and that the third column is to be filled with articles with smaller headlines, called "fives." Sometimes there is much more material than can be run that day and the make-up man selects those stories which are the "newsiest."

When the third page is filled, everything is ready for the "justification" and the "lock-up"—that is, when all the ads have been read and corrected, all the reading matter has been proof-read, the date lines changed and all those little things. After the form is put on the press, the pressman gets a proof in about two minutes.

Once in a while the make-up man glances at the proof and yells "Let her go!" But more often he frowns, jerks his pencil out of his pocket and corrects spelling, punctuation and other errors. Even with the most careful proof-reading and make-up, a few mistakes will creep in. These must be corrected before the paper is printed.

The rest of the make-up is a race against time. The press is turning off papers at the rate of two thousand an hour. And the man who is putting the second form together is working to get it ready by the time the press stops. He hurries about getting the late ads, getting all the proofs taken, seeing that the hand-set heads are set and making corrections in the type.

By that time the reporters have gotten in their last copy—unless something unusual has happened at the last minute. The linotype men are just about finishing the setting of type. And the make-up man has decided just what will go in the paper that day, discarded any extra copy, "killed" any dead stories and set aside others for the next day's run. He marks a dummy for the first page, showing just where the big stories are to be placed and where any cuts will be used.

Now, that all sounds very regular and easy up to that point—but it does not consider the details or the little problems at all. Type is very unwieldy. It is rather lucky to have things come out "just right." There's

always a line too little or too much, or the story has the wrong kind of a head, or there are too many ads. And, considering the fact that there is not much time for revision, it takes some hasty decisions to arrange things properly.

Did you ever think there was any art about a newspaper? Well, there is. It's easier to tell what would make the appearance non-artistic than it would be to tell just how to make it artistic. Balance is the key to it all; if the heavy black type is all placed to one side, without something to balance it on the other side, it is sure to give a bad effect. Two pictures run side by side, or two "boxed" heads will give a bad appearance. Or the paper may be top-heavy or bottom-heavy. And the black heads must be placed around so they will keep the page from being monotonous.

The last two pages of the University Missourian are generally put on the press about 4:30 o'clock, even if they were supposed to be on at four. But if they're not on until after that time you can hear everyone around the office explaining just whose fault it was. Most likely it is the fault of someone who is not standing where he can hear the speaker.

The foreman will ask the man who did the mechanical work on the forms why he was late. He'll say that he was held up on account of proofs; the proofreader will say that his helper had to leave or that he did not get the proofs until late; the operators will say that the copy did not come down in time; and if none of these excuses hold good, they will blame the lateness on the make-up man for making changes. Of course he is always supposed to be right.

POPULAR 1913 FICTION BOOKS

"Best Sellers" Wholesome Books, The Outlook Says.

In a lecture in Kansas City several weeks ago, on "The Nation Turns Pagan" Dr. C. A. Ellwood said the educated classes were showing their pagan tendencies by the literature that they read. Omar Khayyam was the most quoted poet. Ibsen, Shaw, Walt Whitman and the whole modern decadent school are the authors people are giving their attention to.

Whitman, Ibsen, Shaw and Omar are not the most popular books in the University Library, according to H. O. Severance, librarian. Whitman is never drawn for home use. Ibsen and Shaw seldom and Omar is asked for more often than either of the other authors. Dickens, Scott, Stevenson, Hawthorne, Dumas, Hugo, Goethe, Schiller and considerable modern fiction are read by the people who use the University Library.

"I think," says Mr. Severance, "the Bookman for January, 1914, regarding the best sellers for 1913, may be taken as an indication of the class of literature the public is reading." By the sellers the Bookman does not mean the most popular books in the hands of the American people. The Bookman defines "best seller" according to a system which has been established. "Inside the Cup" by Winston Churchill; "VV's Eyes" by Harrison; "The Heart of the Hill" by John Fox, Jr.; "The Amateur Gentleman" by Jeffrey Farnol; "The Judgment House" by Gilbert Parker; "Laddie" by Gene Stratton-Porter; are the six best sellers, according to the January Bookman. The Outlook in speaking of these books says:

"There is not a cheap or vulgar book among them. This list omits some of the ablest of the season. Mrs. Watt's 'Van Cleve' and Miss Cather's 'O Pioneers,' Gene Stratton-Porter's 'Laddie' is one of those books which disarms the critic. He is glad that people read it.

"The whole group of stories is encouraging. It shows that cynics are wrong in declaring that the public has no taste and a book that sells is not worth buying. The unclean story has not yet become normal. If the fiction widely read is not that of genius it is at least fiction of ability, skill and wholesomeness."

THREE GO TO A. T. O. CONCLAVE

C. G. Woods, G. C. Garandio and C. R. Wilson Represent Missouri Chapter.

Three members of the Missouri Chapter of the Alpha Tau Omega fraternity, 608 Rollins street, left this morning for Boulder, Colo., to attend a bi-ennial convocation of Province III of the fraternity. The men are: Charles C. Woods, George C. Garandio and Carlisle R. Wilson. They will return next week. The convocation meets at the chapter house at Colorado University and adjourns before the last day to Denver, about thirty miles away, where a banquet and ball at the Brown Palace Hotel will complete the festivities. There are nine chapters in Province III of Alpha Tau Omega.

Aviator Loops Loop 14 Times.

By United Press. WINDSOR, England, Feb. 2.—Aviator Hamel today looped the loop fourteen times at the King's request. Afterward he was a guest of the King and Queen at luncheon.

The place of refined amusement—Booches. (132)

There was a tango maiden
And she had a tango smile.
She wore a tango bonnet
And she danced a tango mile.
She met a tango teacher
And became his tango wife.
And ever since they've lived, I hear,
A tangoed tango life.

TANGO week at Miller's and Miller's Tango slippers are two more experiences of the Tango maiden. At Miller's she got pretty pumps specially constructed for the dance; matched her gown, too. Prices \$2.50 to \$5.00.

Miller's

See our Tango window

THE BIBLE COLLEGE OF MISSOURI

offers the following courses for which the University grants credits. To insure credit the student must have his Bible College Enrollment Card countersigned by Dean Jones, and also by the Chairman of the Department concerned.

1. Fundamental Moral and Religious Values (Philosophy) 2 hrs. (For Freshmen only)
Sec. 1. Tues. Thurs. 8 A. M. Sec. 2. Wed. Fri. 11 A. M.
2. Bible as Literature 2 hrs. (7b in English).
Sec. 1. Wed. Fri. 11 A. M. Sec. 2. Wed. Fri. 12 M.
3. Hebrew History 3 hrs. (106b in History).
Sec. 1. Tues. Thurs. Sat 9 A. M.
4. Christian Ethics 2 hrs. (122b in Philosophy).
Sec. 1. Wed. Fri. 9 A. M. Sec. 2. Tues. Thurs. 12 M.
5. Comparative Religions 2 hrs. (121b in Philosophy).
Sec. 1. Tues. Thurs. 8 A. M. Sec. 2. Tues. Thurs. 11 A. M.
6. Social Teachings of Jesus 2 hrs. (113b in Sociology).
Sec. 1. Wed. Fri. 8 A. M. Sec. 2. Wed. Fri. 10 A. M.
7. Introduction to Religious Education (159b in Education) 2 hrs. (Credited only in the School of Education). Hours to be arranged.

Hebrew Language will not be offered this Semester.

For further information call for Bible College Catalogue, or see G. D. EDWARDS, Acting Dean.

Before the Ides of March your Savitar Picture must be made and in the Savitar.

This is February with only twenty-eight days.

Don't wait until it is too late. Make an appointment to-day with your photographer.

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910a Broadway

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It's a Step from the Campus.

Dike's Household Remedies

We sell them and are sure they will please you. They are not patent medicines.

Our windows show you. Take a look today.

PECK'S

THE suit you order this spring should be a Scotch—one of the popular new plaids—the latest importations from the famous woolen mills of Scotland.

YOU should be sure that your suit is made in a real tailor shop right here in Columbia.

THESE are the kind of suits we sell, made on our own benches by real tailors, for

\$30 and up